



# HALF YEARLY REPORT FOR ADVERTISING IN **MOVIE** GENRE JAN-JUN'24



# Highlights

**01** In Jan-Jun'24, ad volumes on **Movie** genre decreased by **4%** compared to Jan-Jun'23.

**02** Jan-Jun'24 and Jan-Jun'23 both had **21%** share of ad volumes for **Movie Genre**.

**03** **Hindi Movies** had the highest share of ad volumes in Jan-Jun'24 of **41%**.

**04** The top 10 sectors together added **94%** share of ad volumes during Jan-Jun'24.

**05** **Toilet Soaps** category secured **1<sup>st</sup>** position with **9%** share of ad volumes in Jan-Jun'24.

**06** **Milk Beverages** observed highest increase in Ad secondages, followed by **Tea** during Jan-Jun'24 compared to Jan-Jun'23 in **Movie Genre**.

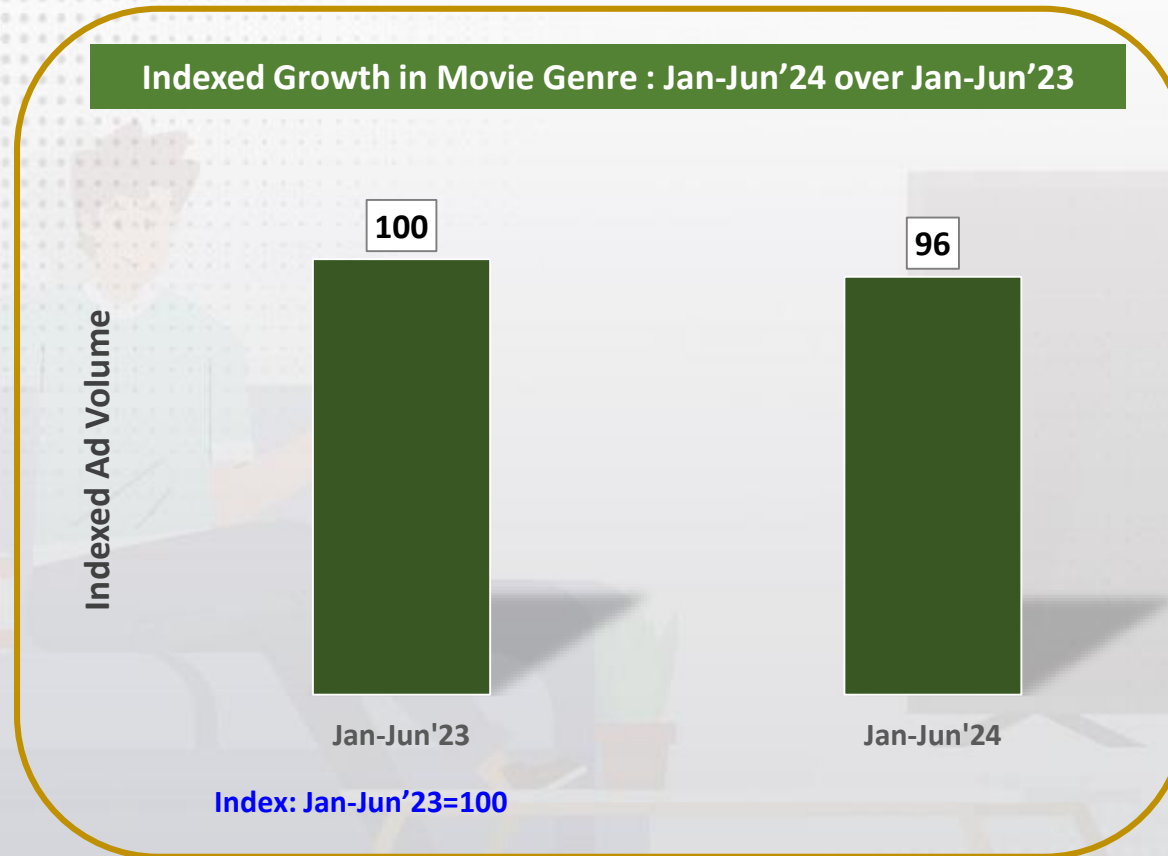
**07** **HUL** was the leading advertiser, followed by **Reckitt Benckiser** on **2<sup>nd</sup>** rank.

**08** **Wipro** and **Colgate Palmolive** were new entrants among the Top 10 in Jan-Jun'24 compared to the same period in 2023.

**09** **Prime Time, Afternoon & Morning time** brands together added **70%** share of ad volumes.

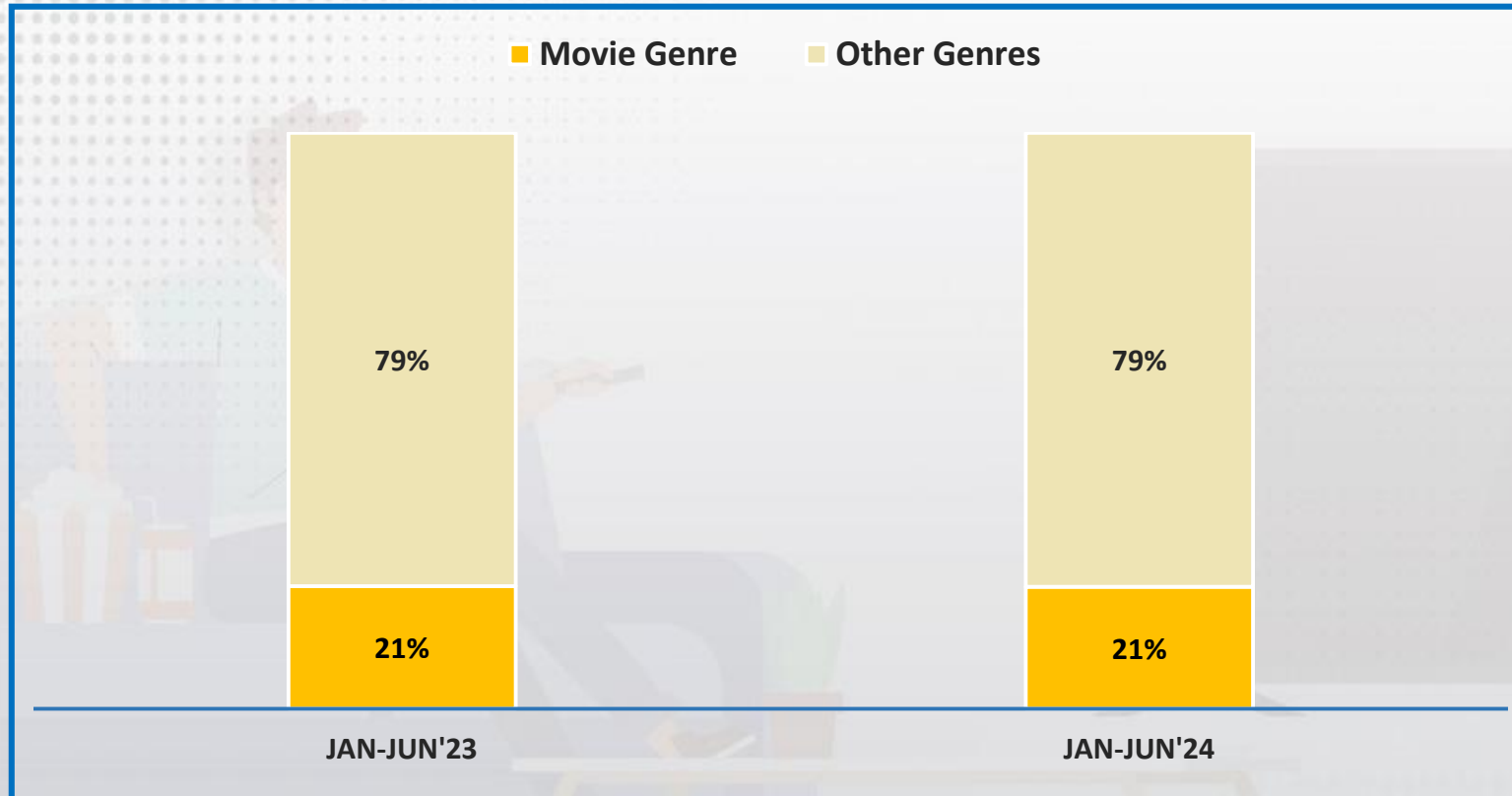
**10** In Jan-Jun'24, **<20 Sec** ad size in **Movie Genre** witnessed **3%** increase in Ad Volumes share compared to Jan-Jun'23.

## Ad Volume Trends of Movie Genre: 4% drop in Jan-Jun'24 compared to Jan-Jun'23



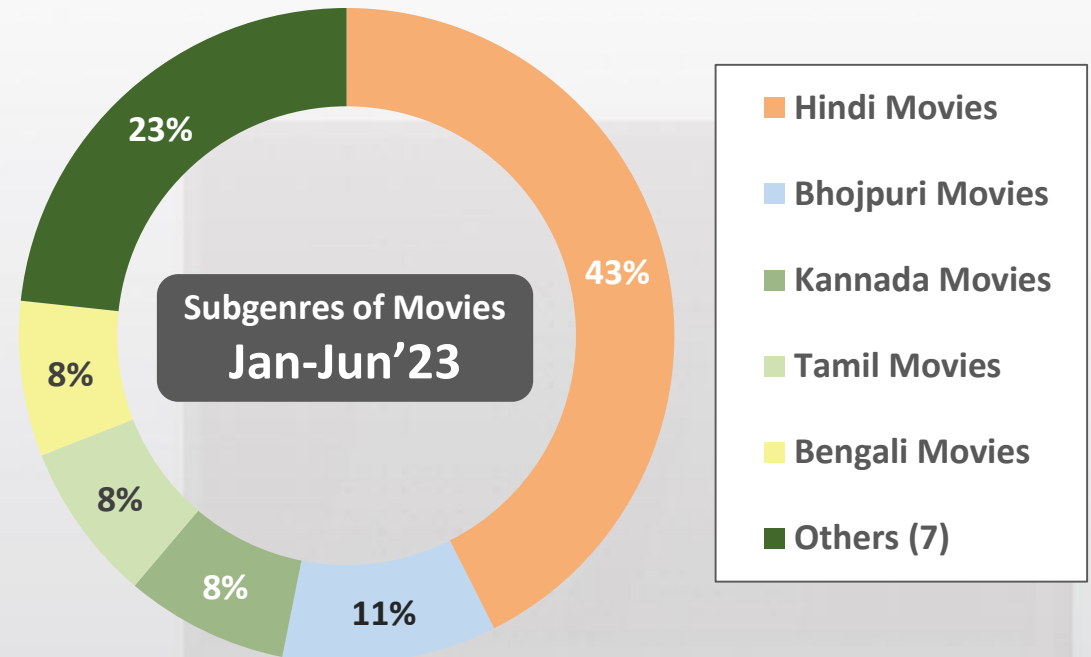
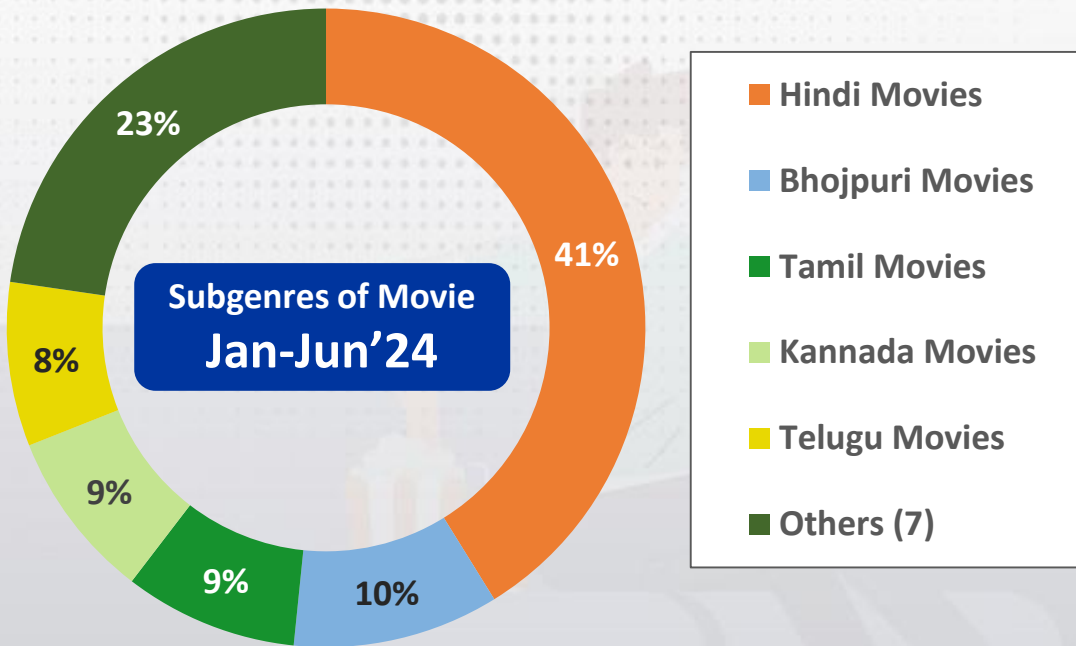
- In Jan-Jun'24, ad volumes on **Movie** genre decreased by **4%** compared to Jan-Jun'23.

## Share of Movie Genre vs. Other Genres on TV: Jan-Jun'23-24



- Jan-Jun'24 and Jan-Jun'23 both had **21%** share of ad volumes for **Movie Genre**.

# Top 5 Subgenres of Movie Genre



- **Hindi Movies** had the highest share of ad volumes in Jan-Jun'24 i.e. **41%**.
- The top 2 Subgenres retained their respective positions during Jan-Jun'24 compared to Jan-Jun'23.
- Top 5 Subgenres accounted for more than **75%** share of Ad Volumes during both the periods.

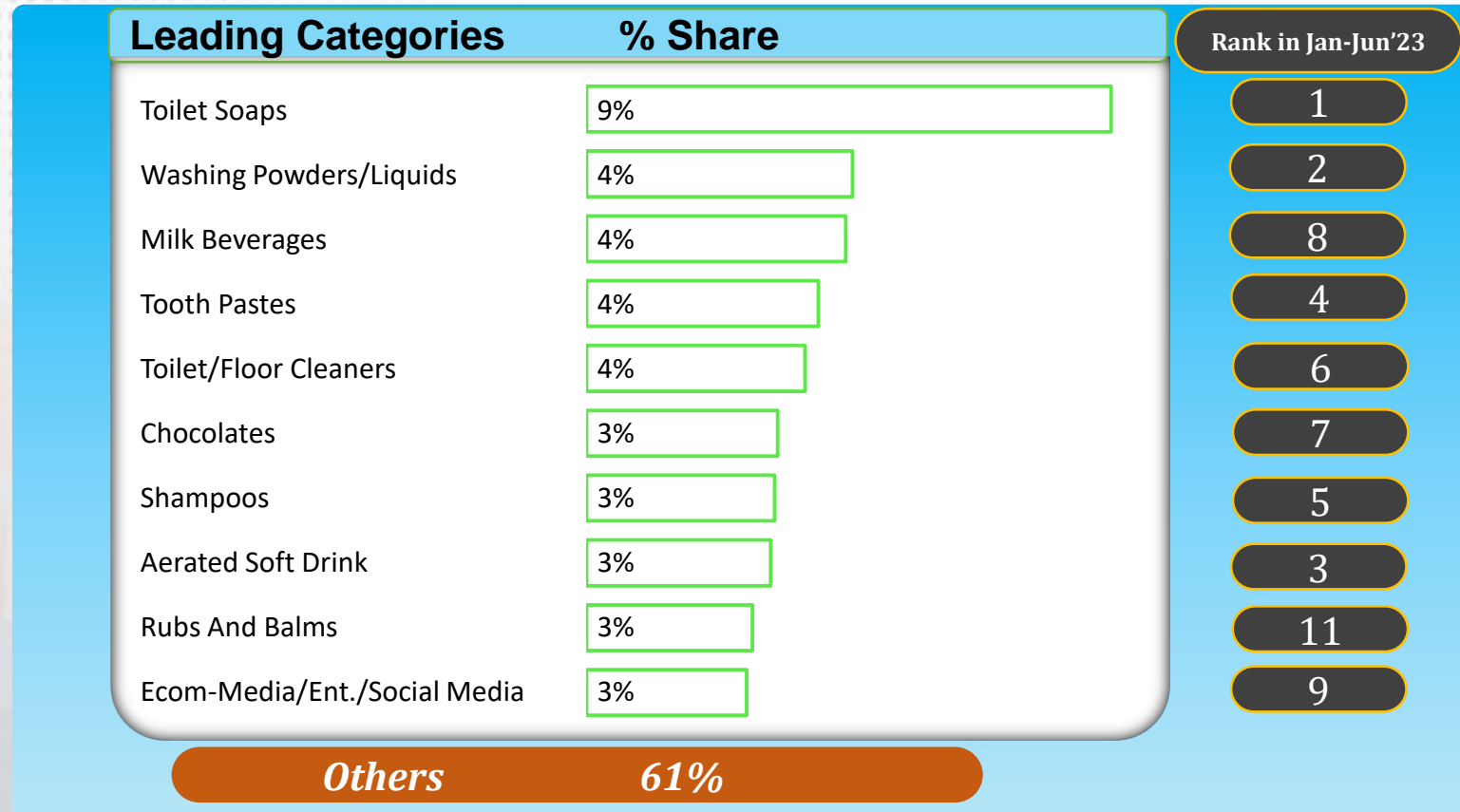


## Leading Sectors: 'Food & Beverages' led the Top 10 list

Rank	Top Sectors – Jan-Jun'24	% Share	Rank in Jan-Jun'23
1	Food & Beverages	28%	1
2	Personal Care/Personal Hygiene	21%	2
3	Personal Healthcare	8%	6
4	Household Products	8%	4
5	Services	8%	3
6	Hair Care	7%	5
7	Laundry	6%	7
8	Building, Industrial & Land Materials/Equipments	3%	9
9	Banking/Finance/Investment	2%	10
10	Auto	2%	8
	<i>Others</i>	6%	

- The **Top 2** sectors retained their respective positions during Jan-Jun'24 compared to Jan-Jun'23.
- **All top 10 sectors** were present in both Jan-Jun'24 and Jan-Jun'23.
- The top 10 sectors together added **94%** share of ad volumes during Jan-Jun'24.

# Leading Categories : 'Toilet Soaps' Category retained its 1<sup>st</sup> position in Jan-Jun'24



- **Toilet Soaps** secured 1<sup>st</sup> position with **9%** share of ad volumes in Jan-Jun'24.
- **Rubs and Balms** was the new entrant in the Top 10 Categories with **3%** share of ad volumes in Jan-Jun'24.
- **3** out of **Top 10** categories belonged to **Food & Beverages** Sector during Jan-Jun'24.
- The Top 10 Categories in Jan-Jun'24 together added **39%** share of ad volumes.

## Top Growing Categories : 105+ Categories registered Positive Growth

Rank	Top Growing Categories (Jan-Jun'24 vs. '23) (based on highest increase in Ad Volumes)	Growth
1	Milk Beverages	31%
2	Tea	25%
3	Cement	55%
4	Vitamins/tonics/health Supplem	96%
5	Wafer/chips	49%
6	Rubs And Balms	18%
7	Sanitary Napkins	39%
8	Noodles/pasta	56%
9	Ecom-online Shopping	24%
10	Air Fresheners	51%

- **Milk Beverages** observed highest increase in Ad secondages, followed by **Tea** during Jan-Jun'24 compared to Jan-Jun'23 in **Movie** Genre.
- In terms of growth % among Top 10 categories, **Vitamins/Tonics/Health Supplements** witnessed highest growth of **96%** followed by **Noodles/Pasta** with **56%** of growth.



# Hindustan Unilever & Reckitt Benckiser retained their 1<sup>st</sup> & 2<sup>nd</sup> positions in Jan-Jun'24

Top Advertisers (Jan-Jun'24) [Total 750+]	Rank (Jan-Jun'23)
Hindustan Unilever	1
Reckitt Benckiser India	2
Godrej Consumer Products	3
Cadburys India	4
Procter & Gamble	6
Coca Cola India	5
ITC	9
Nestle India	10
Wipro	12 <b>New Entrant</b>
Colgate Palmolive India	11 <b>New Entrant</b>

Top 10 Advertisers contributed **55%** share of **Movie genre's Ad Volumes**

- **HUL** was the leading advertiser with **20%** share of ad volumes, followed by **Reckitt Benckiser** with **12%** share.
- The top 3 advertisers maintained their positions in both January-June 2024 and January-June 2023
- **Wipro** and **Colgate Palmolive** were new entrants Jan-Jun'24 compared to the same period in 2023.

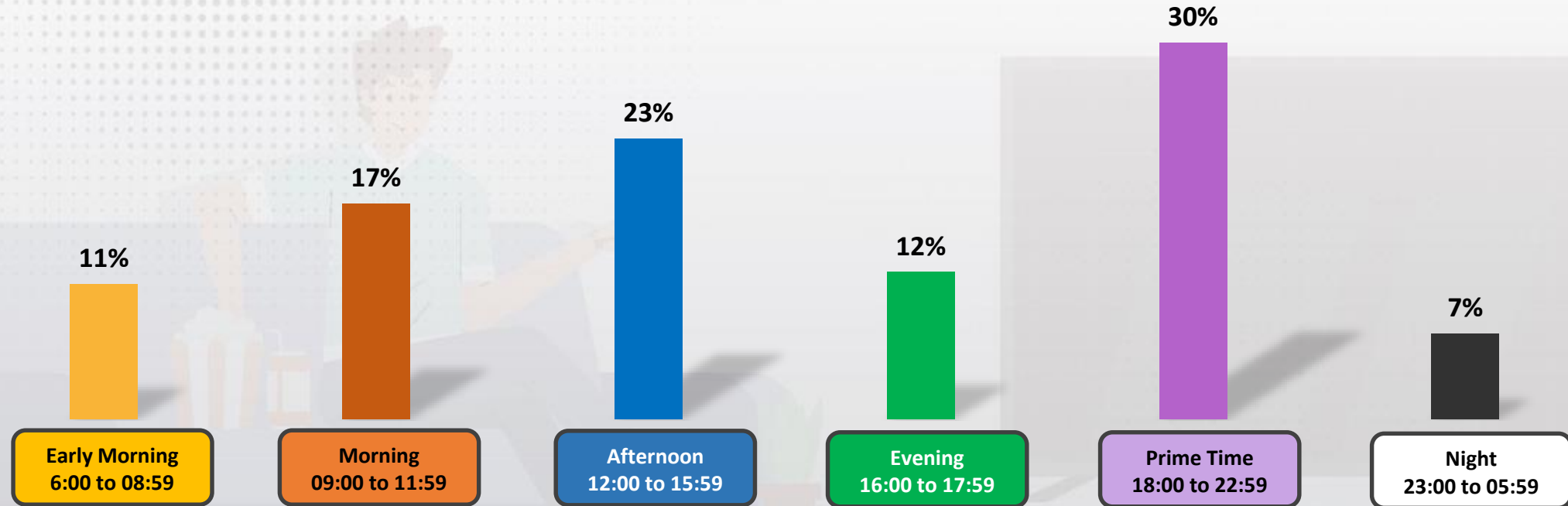
# Leading Brands: Dettol Toilet Soaps tops the Brand list in Movie TV Channel Genre

Rank	Top Brands (Jan-Jun'24) [Total 1.9K+]
1	Dettol Toilet Soaps
2	Harpic Power Plus 10x Advanced <b>Exclusive</b>
3	Santoor Sandal And Turmeric
4	Maaza
5	Dettol Antiseptic Liquid
6	Head & Shoulders Dandruff <b>New Entrant</b>
7	Close Up Ever Fresh
8	Surf Excel Easy Wash
9	Lizol All In 1 <b>New Entrant</b>
10	Lifebuoy Toilet Soap <b>New Entrant</b>

Top 10 Brands contributed **11%** share of **Movie Genre Ad Volumes**

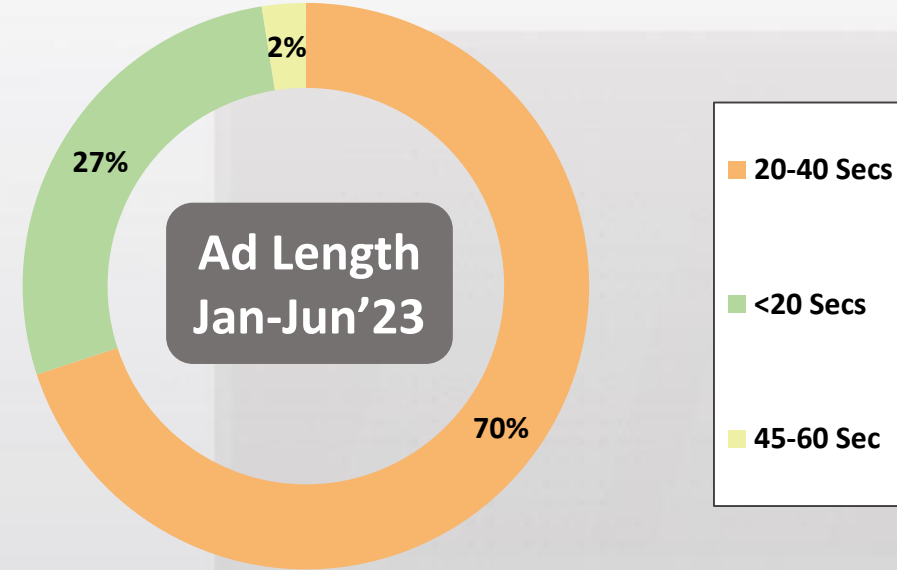
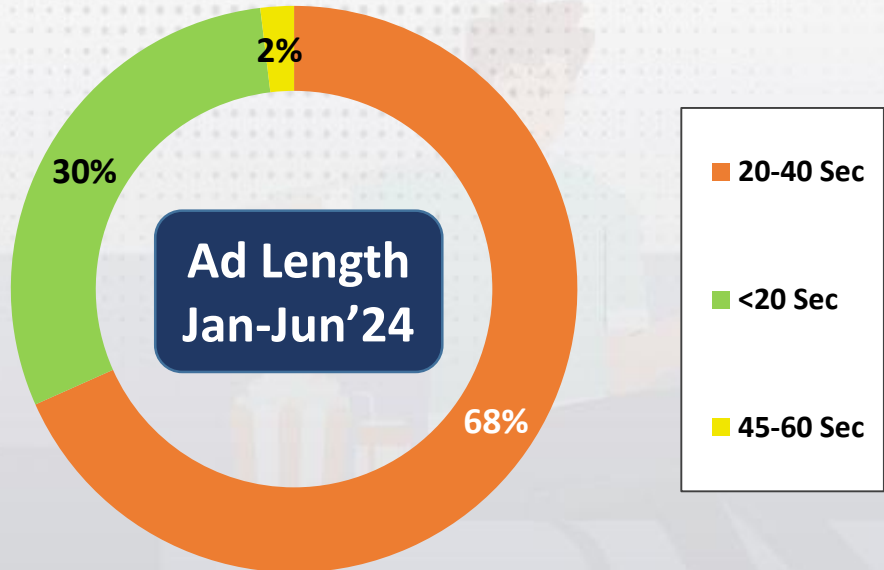
- **Harpic Power Plus 10x Advanced** was exclusive brand among Top 10 during Jan-Jun'24 compared to Jan-Jun'23.
- **Head & Shoulders Dandruff, Lizol All In 1** and **Lifebuoy Toilet Soap** were new entrants among the Top 10 in the period from January to June 2024 compared to the same period in 2023.
- **Dettol Toilet Soaps** was on 1<sup>st</sup> position during Jan-Jun'24.
- **HUL** and **Reckitt** each secured multiple spots among the top 10, with **4** brands from HUL and **3** from Reckitt making the list.

## Ad share by Time Bands in Movie Genre



- **Prime Time** was the most preferred time-band in **Movie** genre followed by **Afternoon** and **Morning** time-bands.
- **Prime Time, Afternoon & Morning** time bands together added **70%** share of ad volumes.

# Ad Size in Movie Genre : Jan-Jun'23-24



- Ad Commercials of **20-40 seconds** were most preferred for advertising on **Movie** channels during both the periods.
- In Jan-Jun'24, **<20 Sec** ad size in Movie Genre witnessed **3%** growth in share compared to Jan-Jun'23.

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